

## TOWN BOOM AGENTS.

Every Citizen May Become a Local Publicity Bureau.

## PROMOTE FACTORY SITES.

Merchants Particularly Concerned In Having Such Establishments Locate. Some Hints as to How a Prosperity Campaign May Be Made.

The city publicity bureau is becoming a fixed institution in this country. Many cities, particularly in the north-west, maintain regular bureaus for the propagation of publicity concerning their attractions and advantages. Even Boston, the "hub of the universe," fifth in population in the United States, is engaged in such a campaign for city booming.

It is perhaps unreasonable to expect a small town to maintain a paid publicity agent, yet there are some of the smaller cities which seem to find it profitable. The average town must be boomed by volunteers. Every citizen may constitute himself a publicity agent and proceed to make his town better known to outsiders.

The big city bureaus take up such matters as factory sites and opportunities, local trade advantages and the like. The small town resident can do likewise with a reasonable promise of accomplishing something for the good of his community. In these days of overcrowding in large cities, with high cost of living, high rents for floor space and other unfavorable conditions many manufacturers are on the look-out for available country towns in which to locate their plants or to establish branch plants.

The advantages of a location in a smaller town are obvious. In nearly every town of a few thousand people there are many young persons unemployed who would welcome heartily a chance to get a job with some manufacturing concern. Both boys and girls, young men and young women, are available in the average town for factory work. In the absence of such opportunities they are inclined to leave home and seek work in the cities, where at best the chances for success and happiness are but meager.

With many parents in the smaller towns there is constantly present the pathetic dread of parting from their children, because the latter, approaching maturity, are ambitious to get into the big world outside and earn more than they can earn at home. With a manufacturing concern located in your town you can keep your children at home, where the conditions of living are vastly superior to the city conditions.

The town merchant is particularly concerned in this matter. A branch shoe factory, for instance, not only will give employment to the unemployed at home, enabling them to earn money for spending at home stores, but it will bring new families to town. A monthly payroll of several thousand dollars means just that much more money in local circulation. The merchant gets the benefit of the increased demand for all the necessities of life and for some of the luxuries.

Almost any town possesses a suitable site for some sort of manufacturing establishment. In good agricultural communities a canning factory works in every direction to benefit the people. It supplies a home market for the farmer's and gardener's produce. It gives employment to home people. It brings more money for home circulation.

If there is no fund in sight for the employment of an agent to push things in this line, the local business people might get together and do much toward making the advantages of the town known to manufacturers in search of locations outside the big cities. One excellent plan suggested by an expert in these matters is to have a tasty booklet or circular printed at the local printer, setting forth the merits of the town and surrounding country, giving population figures, transportation advantages, prices of available factory sites and such other information as the occasion may indicate. This booklet should be kept on hand by the merchants and other business people in quantities sufficient to enable them to inclose copies in every letter written to outsiders.

Another plan that has worked well in some towns is for the business men to club together and buy some regular advertising space in the home newspaper, where interesting information concerning the town may be kept standing. As a matter of fact, only the type will be kept standing. The information thus expressed will travel widely. It can be made to travel still more widely if the citizens will secure extra copies and mail them where they will do the most good.

A town in which every responsible citizen is a walking, talking, writing, fighting publicity bureau and town boomer is not calculated to remain very long an unknown quantity. The outside world will discover that that town is on the map and will not have to stick a pin in the atlas at that point to remember the fact.

The writer once knew a man in a Missouri town who was regarded by his friends as a benevolent lunatic because he went around talking up his own town as the best burg on the map of the United States. He visited many other towns and cities, always blowing the horn of his home town. That man no longer is regarded as a crank. His talk has built up his town, and last year the grateful citizens contributed from the money he had enabled them to make and bought him an automobile.

## ORIGIN OF THE OCTOPUS.

How the Mail Order Business Had Its Beginning.

In view of the fight against the mail order business now being made throughout the country in the interests of the local merchants, a brief article in the magazine called System on the origin of the mail order trade is highly interesting. While the founder of the business and others engaged therein are engaged in a perfectly legitimate calling, there can be no doubt that this constantly expanding mail order business is a real octopus. It reaches out its millions of tentacles to the farthest corners of the country, seizing and raking in the dollars which should be left in circulation around home. These dollars are the lifeblood of the community, and the mail order octopus sucks them out of the community's system.

Forty-seven years ago, says System, a young man, then a clerk in a small general store at St. Joseph, Mich., observed with some satisfaction that residents of many smaller towns miles distant could be attracted from the tradesmen of their own village to this selling center.

Four years later, as a salesman in a Chicago mercantile house, he observed with increasing attention the number of letters that came to this establishment bearing small orders from residents of distant towns and from farmers living miles away in the agricultural sections of southern Illinois, Indiana, Iowa and Nebraska.

Another period of three years, and, having served as a buyer and then connected with a St. Louis house, he stopped at a town that stood as a country seat in southwestern Missouri. He was in a small store which had attained the position, despite the limitations as to extensiveness imposed by its rural location, of the smart retailing concern of the little city. The proprietor had just inclosed a small parcel in an envelope.

"Here, Jim," the latter called to a clerk; "take this over to the postoffice. It's for Mrs. Henderson, over at Greendale. It's surprising," he continued, turning to the visitor, "how the folks over at Greendale—one of the small towns within a thirty mile radius—stick to me. I have a good many customers over there. Some of 'em write almost every week for goods. The storekeeper over there doesn't seem to hold his people very well. Guess he doesn't give satisfaction."

And these things, turned over in the mind of Montgomery Ward, gave germination of the idea, then crude in its imperfection, of retailing direct to the customer by mail. If these people—the towns and the agricultural reaches of the west were taking on a population of vigorous, hardworking, ambitious folk who wanted the best they could get for their money—would buy through letter outside their own towns, and at that without any special material inducement being extended to them, why could not a trade be built up if the purveyor would cater direct to these people and offer them attractive advantages of lower prices, good service and honest goods?

The young man is now the head of a great Chicago mail order house that bears his name—the pioneer in a new industry.

## Home Trade Homilies.

It's all very well for you to think you're doing yourself justice by buying your supplies from the big city many miles away, but in the long run you're doing an injustice to your descendants, who are supposed to live in the town which you are killing off by neglecting to patronize home industries.

You may save an occasional nickel by ordering "bargains" through mail order catalogues, but don't you lose at least a nickel's worth of your self respect when you happen to meet one of the home merchants whom you have known all your life and from whom you could have bought the same bargain?

Governor Johnson says one of the great issues of today has to do with the curbing of the trusts. The chances are ninety-nine to a hundred that you agree with Johnson, no matter what party you may belong to. Very well. How about the big mail order trust, which is organized to kill off country merchants? Are you a supporter of the mail order trust?

If you are a farmer and sell your produce to the local stores and then stick stamps on letters ordering ordinary household articles from a city many miles away, wouldn't you think it the proper sort of reciprocity if the town merchants should quit dealing in fresh vegetables and supply only canned goods to their customers?

Throughout the country for some months we have heard the cry that "there is no money in circulation." Times have been tight. People who keep up the habit of buying mail order goods on the slightest pretext or provocation may expect to hear it said that there is no money in circulation around home. "Cause why? They send it outside of the community."

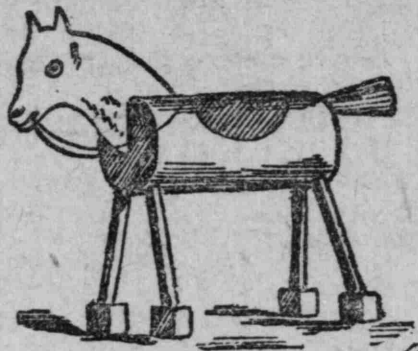
## Tree Planting Along Roads.

The Stockton (Cal.) Arbor club has commenced an active campaign to raise funds for the purpose of saving the fourteen miles of trees planted along four roads leading out of Stockton. The scarcity of moisture this season makes it necessary that the trees be watered several times, and additional funds are necessary to carry the many fine trees that have been growing through the summer. It is also the intention of the Arbor club to later extend the tree planting on the four roads already lined with trees. Officers of the organization hope before many years to have the main thoroughfares leading to Stockton nice shady lanes.

## AMUSING THE WEE FOLK.

A Lot of Fun Derived From Old Corks and Matches.

Now that the long dark evenings are with us the following suggestions for amusing the small members of the household may be of assistance to mothers: A great deal of fun and amusement may be derived from some old corks and matches, for preference those that have been used. To begin with, some of the corks must be cut up into little square pieces with a very sharp knife, and as a sharp knife is always a dangerous thing in little



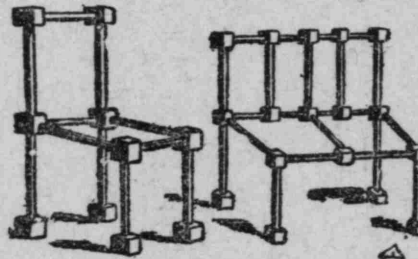
CORK AND MATCH HORSE.

hands and as cork is at all times an awkward thing to cut the best plan is to cut the corks up for use, and when a number of little squares have once been cut they can be used over and over again.

The matches should be cut into points at each end, when with slight pressure they can be inserted into the corks. In this way, with a little ingenuity, miniature chairs, tables, settees and other articles of furniture may be manufactured.

A chair and settee are illustrated made entirely of corks and matches, and it is a good plan to cut out small pieces of cardboard and glue them on to the corks for the seats and backs. In the other cut a cork and match horse is shown. For the body of the horse a whole cork is used, the head and tail then sketched out on cardboard and cut out and inserted into slits cut in the cork.

A piece of fine string or cotton will make the reins, and four matches and



FURNITURE MADE WITH CORKS.

four little squares of cork form the legs. An oval piece of colored paper pasted on the top of the cork represents the saddle and completes the horse.

All kinds of animals—pigs, sheep, cows, etc.—can be manufactured in this manner.

## Fads For Women.

An ingenious invention for the household is an article constructed for lifting hot pots or pans from the stove or for taking utensils out of the oven without the use of a rag or cloth.

The panalift, as it is called, is made from steel wire and is guaranteed not to bend under the heaviest weight.

It adjusts itself to any pan and is a great improvement over the old method of using a rag, which may or may not be germ laden. Then, again, there is no fear of burning the hands or fingers.

The dustless duster is something new as a labor saving invention. You just rub the place to be dusted, and the dust is gone, not to another place in the room, but into the duster. Once absorbed it cannot be shaken out, as in the case of the usual dust rag, for it must be washed out with warm water and soap. This cleansing process, however, does not destroy the chemical properties of the cloth.

The duster costs 25 cents and cleans furniture, metal, glass or wearing apparel when a dusting is needed. It is very soft and may take the place of a silk handkerchief for cleaning purposes.

## Too Greedy.

Robert Herrick, the brilliant realistic novelist, said at a recent luncheon in Chicago:

"There is a type of American wife who in her greed for wealth and display brings unhappiness on herself. She rather reminds me of the fat man and the table d'hôte dinner."

"This man entered a restaurant that served a dinner at the fixed price of 75 cents. He knotted a napkin about his neck and fell to heavily, so heavily, in fact, that the waiter, after a whispered conversation with the proprietor, approached him and said: 'Beg pardon, sir, but I'll have to charge you a quarter extra. You eat so much.'"

"The fat man, red and short of breath from his excessive gorging, said earnestly:

"For goodness sake, don't do that! I'm nearly dead now from eating 75 cents' worth. If you make me eat another quarter I'll bust.'"

## A Wrap For a Doll.

If you want to make something new and attractive for the "big, best doll," which every little girl has and carries on important occasions, fashion her one of the new opera cloaks like the girls of this season wear.

They are made of broadcloth, lined with silk or satin. They fall loose from shoulders to hem of the skirt and have a gathered hood at the neck, which is lined to match the cloak.

This will be a new touch to the doll's wardrobe. Do not tie the cloak in front with ribbon, but with two tiny frogs, and then it will look very much like the real thing.

## VAGARIES OF WEIGHT.

How Can a Pound of Food Make One Three Pounds Heavier?

Here are two personal experiences of my own that are equally striking. After having put on rather too much weight, probably through excess and other mistakes of food and drink, I played a severe tennis match and lost seven pounds in weight. Then I took a glass of wine and at once by this put on two pounds. Then I took a meal slightly larger than usual and put on another two and a half pounds, though the meal itself weighed only one pound.

On another occasion when I had fasted for a day or two and had naturally lost two or three pounds a day I ate a meal weighing about one pound and went up in weight not one pound, but three pounds.

How can only one pound in food add three pounds in weight?

How, in the case of other people, can three pounds—a day's food and drink—add nothing at all?

In my own case one principle appears, and this is that my nature is at any rate rapid in getting toward the normal, but comparatively slow in getting far below or far above the normal.

A not uncommon but very striking phenomenon is that of the shampooer in a Turkish bath in London. He finds that after his day's work, which involves copious sweating and hard physical exercise and scarcely anything to eat or drink, he goes up in weight some two or three pounds merely by resting.—Eustace Liles in Metropolitan Magazine.

## STRANGER THAN FICTION.

The Way the Captain of a Slave Trader Was Convicted.

Romance writers are often blamed for making the plots of their stories turn upon slight chances and improbable incidents, but here is an incident in real life stranger than fiction.

In 1799 the cutter Sparrow brought the brig Nancy into harbor at Kingston, Jamaica, under suspicion that she was engaged in the slave trade. But, although many circumstances pointed to this fact, no clear proof could be obtained, as the brig had no papers from which the charge could be substantiated. The suspected vessel was therefore discharged, but the day before she left the harbor a man-of-war arrived, bringing some documents that clearly proved her guilt.

These papers had been obtained in a "highly improbable manner." While cruising off the coast of Santo Domingo the crew of the man-of-war had amused themselves by fishing for sharks. One monster was captured and cut up on deck, and in its stomach was found a bundle of ship's papers, the very documents flung overboard by the captain of the Nancy when he was boarded by the Sparrow.

Curiously led the captain of the man-of-war to clean and examine the papers, and the result was that he brought them before the authorities at the nearest port. The unlucky brig was condemned on this romantically acquired evidence.—St. Paul Pioneer Press.

## A Lame Excuse.

"A French sentinel in Algeria," said a playwright, "had for his colonel a very tall, lanky, round shouldered man. This round shouldered colonel one night was making a quiet inspection. Passing the sentinel, he found, to his rage and indignation, that he was not challenged. So he returned to the man and roared:

"You didn't challenge me?"

"No, sir," faltered the sentinel, saluting.

"Well, why didn't you?" the colonel demanded.

"Excuse me, sir," said the sentinel, "but I thought—I beg your pardon, sir—I thought you was a camel."

## His Denomination.

A man who had been playing golf with a clergyman heard him swear two or three times under his breath. Suspecting the lapse, he could not be sure of it until one monosyllable came out with unmistakable clearness. After he had finished the match a friend of his said: "I saw you playing just now with the Rev. Mr. Dash. Of what denomination is he?" "Some people say he is a Congregationalist," replied his late opponent, "but I should call him a Profanitarian."—Argonaut.

## An Air Loving World Wanted.

Once get a nation into inviting fresh air instead of barring it out, and not only is that nation going to reap compensation, but it is going to better itself physically in such a measure as to be practically immune from other diseases. An air loving world is what the scientists are aiming at.—Philadelphia Inquirer.

## All Provided.

Mrs. X. (away from home)—John, did you leave out anything for the cat before you started? Mr. X. (who dislikes the beast)—Yes, I left a can of condensed milk on the table, with the can opener beside it.—Boston Transcript.

## Bad and Good.

Miss Sue Brette—And you say he took aim and threw an egg at you? Foote Lighte—He did.

"Was it bad?"

"The egg was, but the aim was not."—Kansas City Independent.

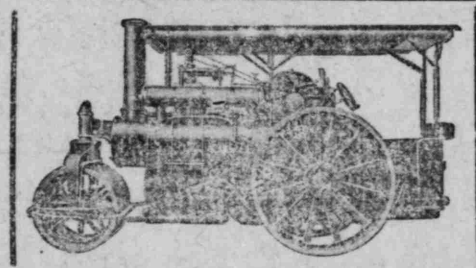
## The Old Moons.

Little Dot—Is there a new moon every month, mamma? Mamma—Yes, dear. Little Dot—And does God cut the old moons up and make stars of them?—Chicago News.



## Clark County Construction Co.

INCORPORATED.



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We purchase Dynamite, Powder, Cement and Sand in car lots, and will be pleased to sell same in any quantity desired.

The putting in of all classes of Concrete a specialty, and satisfaction guaranteed.



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is pretty much alike. You cannot tell how they are going to turn out till you try them. If you try our coal the result is assured. You'll have a nice "comfy" house and will find your coal lasting longer than you ever knew it to before. That's because there are no slate, stones or dirt in it. We sold you coal and that's what you get. Nothing else.

YELLOW JACKET IS A DANDY.

J. R. Martin Coal and Supply Co.

## BURTON AS HUMORIST

Representative Throws Cold Water on Toledo-Chicago Canal Project.

Washington, Jan. 26.—With the remark to his fellow citizens that some of the proposals presented might be all right for Mars, but a little dubious for old earth, Chairman Burton of the house committee on rivers and harbors did not give much encouragement to promoters of various canal projects in western Ohio when they appeared before his committee.

Least in the agitation his bill for a survey for a ship canal from Toledo to Chicago via Fort Wayne, Ind., be lost sight of, Representative Gilham (Ind.) addressed the committee in favor of the scheme. It was here that Chairman Burton suggested that it would be better to have a committee investigate all the sites rather than a detailed survey of each, adding that he personally believed that a ship canal from Toledo to Chicago would be entirely useless for the purposes designed.

## Live Up to Reputation.

Columbus, O., Jan. 26.—While W. T. Brooks, an evangelist, was telling an audience that the Buckeye capital was the wickedest city on the map of the United States and offered a splendid site for any person desirous of boring for hell, other citizens were out making an heroic effort to have the city live up to its reputation, 82 cases being docketed in police court that day.

LOST—round, for sale, for rent, advertise in the classified column

## CHINA'S GRAND CANAL.

Sometimes It Holds Water Enough to Float the Boats.

Of some of the crude and outgrown methods used on China's Grand canal a writer in the North China Daily News remarks: "The junction of the real canal with the Wei river was not by means of a lock, but simply a high and steeply sloping mud bank, over which the grain vessels had to be dragged by the force of perhaps many hundreds of men. It should be borne in mind that in China the lock of a canal is not much more like our idea of what that name connotes than it is like a padlock. Amid constant and often serious changes of level, with an uncertain and not infrequently a scanty supply of water, and with a grain fleet which traveled in blocks of some eighty vessels under one officer, it was necessary to devise some way, for keeping them together and for transferring them as a consolidated unit with this in view.

"For this reason a Chinese lock on the Grand canal is nothing but a stone gateway into which large boards may be lowered through a groove in the stones, restraining most of the water from its flow, until there is a depth sufficient to float all the craft, when the boards are pulled up and the entire fleet passes through.

"After this the boards are again lowered for another division of the grain boats. In case the water gives out—a by no means unlikely occurrence—there is nothing to do but to wait until more comes from somewhere."